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Attention: Examiner: James Sheleheda

Supervising Examiner: John Miller

UNITED STATES PATENT AND TRADEMARK OFFICE

Examiner: James Sheleheda

Supervising Examiner: John Miller

Pages: Cover +4= 5

Certificate of Transmission

From: Georgann S. Grunebach, Reg. No. 33,179

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Georgann S. Grunebach, Reg. No. 33,179

June 1, 2005

Date

Please find attached re:

Inventor: Derek P. Footer, et al.

Serial No.: 09/732,498

Filed: December 6, 2000

For: SYSTEM FOR OBTAINING DATA REGARDING CUSTOMER USE OF INTERACTIVE TELEVISION

> Notice of Appeal In Duplicate

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If you do not receive all pages, or pages are not clear, please call Karen Lum at (310) 964-0735.
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CUSTOMER NO. 020991

PATENT
Docket No. PD-200153A

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Date: June 1, 2005

Derek P. Footer, et al

Serial No.: 09/732,498

Group Art Unit: 2614

Filed: December 6, 2000

Examiner: James R. Sheleheda

For: SYSTEM FOR OBTAINING DATA REGARDING CUSTOMER
USE OF INTERACTIVE TELEVISION

**NOTICE OF APPEAL FROM THE PRIMARY EXAMINER TO THE BOARD OF PATENT
APPEALS AND INTERFERENCES**
(37 C.F.R. § 1.191)

Mail Stop AF
Commissioner for Patents
P. O. Box 1450
Alexandria, VA 22313-1450

Sir:

Applicants hereby appeal to the Board from the decision of the Primary Examiner mailed March 1, 2005, and Advisory of May 24, 2005, finally rejecting claims 1-17.

06/03/2005 MBINAS 00000008 500383 09732498
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Serial No. 09/732,498

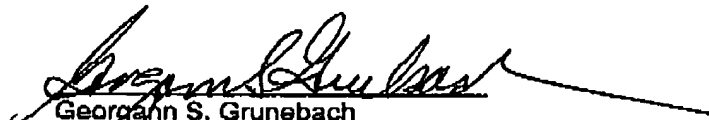
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Docket No. PD-200153A

This application is on behalf of other than a small entity.

The fee for filing the Notice of Appeal is \$500.00. The Commissioner is hereby authorized to charge the required fee of \$500.00, any additional fees, any underpayment of fees, or credit any overpayment to Deposit Account No. 50-0383. This request is transmitted in duplicate.

Respectfully submitted,


Georgann S. Grunebach
Registration No. 33,179
Attorney for Applicants

Date: June 1, 2005

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